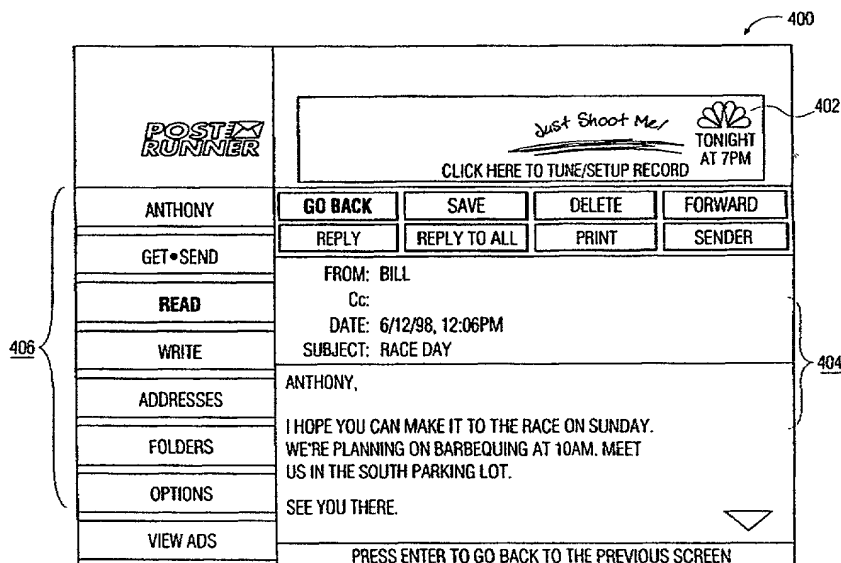




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(54) Title: METHOD FOR SELECTING A PROGRAM DISPLAYED IN AN ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM



(57) Abstract

A video processing apparatus may be controlled in response to selecting an advertisement displayed in connection with a productivity or communication application software program being operated on a video processing apparatus. The advertisement includes control information, which is used by the video processing apparatus to control an operating mode thereof. The control information may include both time and channel data as well as a recording data for programming a timer. Alternately, the control information may only include program data, which is passed to the electronic program guide to determine the time and channel information associated with the program data.